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number was issued on 15th October. Two days before this announcement, the management had collectively sacked the full-time journalists working under contract for the paper. This was described as a "precautionary measure", but rumours said at the time that political differences had been at the heart of the troubles which had plagued the paper and hit its standards in recent months. A little over a year ago, the "Sonntag Journal" had modernised its appearance and content, and set out to be a widely informed weekly specialising in Swiss events. It had been founded in Biel by playwright Friedrich Durrenmatt and Professor Jean de Salis. Both had pulled out from the paper years ago.

#### The cost of smoking

According to a magazine published by Swiss insurers, one fire in twenty is caused by smokers. Thus up to 2,000 fires, involving an average of one thousand francs' damages, are caused every year by the carelessness of smokers. Several of these fires, particularly those of tired smokers who fall asleep with their cigarettes still alight, are fatal. Present insurance laws allow for a reduction of compensations for fires caused by the obvious carelessness of smokers.

#### Anti-Television protest in the Jura

Signatures were being actively collected in the Jura region at the beginning of October to protest against the poor quality of the television programmes of the French-language network. This plebiscit, which had no political overtone, gathered over three thousand signatures in two days. Angered by the recent increase of TV and Radio licences, viewers complained about the repetition of old programmes, the excess of sports, the shortage of viewing hours, and poorness of Saturday evening shows. The shortcomings of Swiss television seem to be due in the first place to its small means and to the modest scale of its operations.

#### Geneva's opera makes a loss

Geneva's refurbished *Grand Theatre*, which stands majestically opposite General Dufour's equestrian statue on the Place Neuve, gave 102 performances during its last season. This programme, impressive for a town of Geneva's moderate size, included eight operas shown in 52 performances, two light operas shown in 14 separate performances, six ballets (24 performances) and one theatre play, which was shown five times and broadcasted on television. There were furthermore 12 popular performances and various

events organised for schools. Attendance occupied 85.53 per cent of available seating. About 30 per cent of the spectators were regular theatre-goers and had bought season tickets. The Grand Theatre employs a full-time administrative, artistic, choreographic, and technical staff of over 230 people.

All this costs money. A total income of 2,141,488 francs and a grant from the town of 3,748,096 francs were set against total expenses of 5,930,819 francs, leaving more than 40,000 francs deficit. Opera does not seem to be more profitable in Geneva than elsewhere.

## ECONOMIC AND TECHNICAL ITEMS

#### Swiss firms win prized awards in the United States

The tenth "Annual Industrial Research Conference and Awards", the object of which is to recompense, each year, the hundred products representing the most notable scientific and industrial progress, recently presented its awards in Chicago to the prize-winning companies. The Longines Watch Company, of St. Imier (Berne, Switzerland), and Ebauches Co. Ltd. of Neuchatel (Switzerland) were among the 89 prize-winning firms, having been selected for their development of the fully electronic watch with a liquid-crystal display system, which they showed at the Basle Fair last April. The two watch companies—with which Texas Instruments Inc. is also associated—are the only Swiss firms to have been awarded this distinction by Industrial Research since the award was first created in 1963. There were only five non-American prize-winners.

84 of this year's prizewinning companies operate in the United States, two in Great Britain, one in West Germany and two in Switzerland. The prizewinning product is an electronic wrist watch with a digital display system. The time base is a quartz crystal oscillating at a frequency of 32,768 cycles per second, which ensures a degree of precision of about one minute per year. An integrated electronic circuit sustains and controls the vibrations of the quartz crystal and divides their frequency so as to transmit pulses to the display system. This is composed of sixty segments, whose transparency varies in accordance with the electric pulses, causing numerals to appear on the dial. Powered by two standard 1.35 volt batteries with a life of one year, this watch indicates not only the time in hours, minutes and seconds but also the date. It has now reached the stage of industrial production.

It was also in the United States, in Los Angeles, that the International Diamond Academy awarded its "Oscars" for the year's most beautiful jewellery creations. Among the prize-winning creations were two Swiss

models: a Certina white-gold watch, by the Certina Watch Manufacturing Co., Kurth Bros. Ltd. of Grenchen (Berne, Switzerland), adorned with 44 brilliants totalling 4.65 carats and a lapis-lazuli dial, and a Movado watch "Cleopatre" by Zenith Co. Ltd., Le Locle (Neuchatel, Switzerland).

#### 3.75 billion francs for Education and Research

Education and research account for the bulk of the total expenditure of public departments in Switzerland. In 1970, the Confederation, cantons and communes devoted a total of S.Fr. 3,756 million (US \$988.4 million) to these two items. The growth of expenditure on this sector far exceeded the national average: in ten years, it has more than trebled. Its share in the total expenditure of all public authorities rose from 15.6% at the beginning of the 60's to 17% in 1965 and 18.5% in 1970. The most marked

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increase occurs in expenditure on universities and research. Of the 3,756 million francs (US \$988.4 million) spent on education and research in 1970, a total of 1,903 million (US \$500.8 million) went on primary school, 845 million (US \$222.4 million) on universities and research, 461 million (US \$121.3 million) on vocational training and 458 million (US \$120.5 million) on secondary schools.

### The Swiss deep-freeze industry in 1971

In 1971, the Swiss deep-freeze industry developed steadily, with regard to both products and appliances. The total consumption of frozen products increased by 10%, rising from 62,345 tons in 1970 to 68,592 tons in 1971, i.e. an average of 10.9 kilos per head of the population. In the ice and ice-cream sector, which comes under separate statistics, nearly 34 million litres were produced, corresponding to a consumption of 5.4 litres per head of the population. Accounting for 55% of the total consumption of frozen products, poultry kept its leading position; the consumption of prepared poultry increased from 424 to 629 tons. Fish (13%) remained in second position.

The increase in consumption of 10.9% can be attributed to the advan-

tages offered by fish fingers for frying or fish dishes ready to be slipped into the oven, which are by far the most popular in this sector. Vegetables (12.2%) kept their third position on the deep-frozen products market. The success of potato products as well as cooked dishes continued. Sales of home and industrial freezers showed a big increase over the previous year. In 1971, 74.2% of the deep-freeze chests sold in Switzerland had a capacity of over 250 litres; there was also a tendency to buy bigger deep-freeze cabinets (20,173 sold in 1971): 70% of the appliances had a capacity of over 150 litres. Sales of refrigerators containing a deep-freeze compartment of over 60 litres doubled compared with 1970. There has also been an increase in refrigerators, from 44.8% of the total refrigerating cabinets sold in 1970 to 49.3% in 1971, with a total of 99,833 units.

### A new Kitchen Gadget

How do you tell the fresh eggs in your refrigerator from the older ones only suitable for cooking? The "Mirex", a simple little gadget invented by a Swiss firm at Teufenthal (Aargau) makes it possible to tell the exact age of an egg. All that is necessary is to place the round end of the egg in a

small hole at the top of the appliance. A small lighted mirror reflects the egg as transparent and clearly shows the air bubble contained in every egg; the smaller the bubble the fresher the egg. A special table supplied with the appliance makes it possible to tell the exact age of eggs from four days to over three weeks and also indicates whether it is best to boil, fry or hard-boil them.

### Fixing Collar for Pipes

A metal goods factory at Vevey (Vaud, Switzerland) has invented a fixing collar designed to fit all types of pipes. This "Pipex" collar has been specially designed to secure pipes in any position, whether horizontal, vertical or suspended. This new device, consisting of a galvanised steel foot and a stainless steel band, offers many advantages: very quickly put in position, it is strong, small and resistant to vibrations. It fits perfectly on bare or insulated copper pipes and is adjusted according to the tolerances required by each supplier. On request, the "Pipex" collar can also be supplied specially to suit the different demands of the building trade and industry. This device was presented at the last Inventors Salon in Brussels, where it won a silver-gilt medal.



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## "Paedagogica", Exhibition of Teaching Aids in Basle in 1973

"Didacta", the European Educational Equipment Fair, held in Basle in 1966 and 1970 showed clearly that members of the teaching profession felt the need to keep informed of the progress being made in the field of new teaching methods. In 1970, the 10th "Didacta" attracted some 88,000 visitors, of whom 55,000 came from Switzerland alone. The transfer of "Didacta" to other countries, like Belgium, Great Britain and Germany, caused a gap to be felt in Switzerland and South Germany; this gap is felt all the more keenly today as audio-visual equipment and teaching systems are evolving extremely rapidly. After getting in touch with the industrial, craft, business and administrative circles responsible for the permanent education and retraining of personnel, as well as with the teaching staffs of schools of all levels, the Swiss Industries Fair Co-operative Society, in Basle, decided from now on to hold regular exhibitions devoted to teaching aids. Known as "Paedagogica", the new exhibition will cover all sectors of teaching aids, placing the main emphasis on those required for permanent refresher courses. Special events related to the subject will be organised alongside. The first "Paedagogica" Exhibition will be held in Basle from 9th to 14th October, 1973.

## Swiss first: New Highways Department Vehicle

In view of the continual increase in traffic and the growth of towns and built-up areas, it is becoming increasingly important to keep the public thoroughfares perfectly clean. For this, it is necessary to have extremely reliable vehicles, capable of being manoeuvred in complete safety by staff without special training. A Swiss firm at Niederweningen (Zurich) recently presented the first tool-holder vehicle made in Switzerland for road servicing departments; specially adapted for maintenance work on roads and pavements in summer and winter, this vehicle is equipped with a sturdy 70 HP engine, a hydrostatic transmission system for driving and operating from 0 to 25 m.p.h., hydraulic control of the work tools and a tilting back for an effective load of 1½ tons. The aim of the manufacturers was to make a highly reliable, simple and comfortable vehicle, easy to manoeuvre and capable of performing many operations. It can be used in summer for watering the streets and transport; in autumn for collecting fallen leaves; while in winter, combined with a snow plough and a salt and gravel spreader, it can be used for removing snow and ice.

## More power to the Voice of Switzerland

The Swiss Radio and Television Broadcasting Company has been asked by the Swiss Postal Authorities to provide programmes for their first high-power short-wave transmitter. This transmitter, whose aerial is beamed in turn, according to the day, towards Australasia, Asia, Africa and America, gives increased power to the Voice of Switzerland. In fact, owing to this highly perfected new aerial inaugurated only a few months ago (40 to 80 times more powerful than the previous one), Switzerland now possesses a powerful means of short-wave communication.

A small technical feature of interest: this rotary aerial comprises two curtain-type aerials separated by a reflecting partition and suspended between two towers 184 feet high. It is the biggest aerial of its kind in the world to date.

While short-wave broadcasts help to tighten the links with Swiss citizens abroad, they also make a big contribution to Switzerland's image throughout the world—nine out of every ten listeners to Swiss foreign broadcasts are not Swiss. Short-wave radio broadcasts are essentially informative. This fact has shaped the new policy of the programmes started up in 1970, which are mainly devoted to news. Every day comparatively short broadcasts, in the form of daily reports on life in Switzerland and on life in other parts of the world as seen through Swiss eyes, are broadcast to reach people on all continents.

*(By courtesy of the Swiss Office for the Development of Trade)*

## Factory closures

After the Philips plant in La Chaux-de-Fonds and the Authier ski factory in Bieré, a third manufacturing plant has closed down in western Switzerland. The American-owned United Cigarette Company in Geneva was closed down and about a hundred employees made redundant. The manager of this factory was notified of the closure only four days before it was to take place. The suddenness of this move and the lack of adequate provisions for the dismissed workers unleashed a flurry of trade union activity.

A compensation agreement was eventually reached. More than half of the people on the firm's payroll were foreign or residing across the border.

This closure was the last in a concentration process that had seen the number of cigarette factories in Switzerland shrink from 21 in 1953, to nine today. Small plants in this industry are no longer viable. It is estimated that cigarettes would have cost 3.50 francs a packet today, instead of 1.20 francs had it not been for these mergers and closures.

## Inventor of cellophane

Mr. Jacques Edwin Brandenburger, the inventor of cellophane, the universally used transparent wrapping material, was born a hundred years ago on 19th October. The volume of world production of cellophane, topping 600,000 tons a year, underlines the importance of this Swiss invention.

## UBS in Tokyo

The Union Bank of Switzerland has opened a new branch in Tokyo. The existing UBS representation in the Japanese capital will continue to exist.

## DC-10 tri-jets in Swissair service

The main feature of Swissair's winter schedules, effective from 1st November, is the introduction of DC-10-30 tri-jets between Switzerland and several points in North America. Swissair will take delivery of the first of six DC-10-30s on order in December, and put the 249 seat aircraft into regular service to New York from the end of January.

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